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AUTHOR Golden, Susan L.
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ABSTRACT

Based on the "simple truth" that people, not proposals, secure grants, this guide argues that grantseekers need to go well beyond strong ideas and "beautifully written" proposals. The guide provides fundraisers with the grantsmanship skills they need to navigate the grantmaking process: from avoiding common pitfalls such as perfunctory budget preparation to implementing critical, yet little-taught advocacy techniques. The guide's "relationship model" of fundraising offers the grantseeker proven strategies--selecting promising opportunities, sizing up the odds, and bringing to bear the proper resources, at the proper time, in the proper way--that do not require mastering any new jargon, high tech equipment, or complicated procedures. From conducting effective proposal research and making initial conversations count to preparing, submitting, and following up on grant proposals, a focused, step-by-step method for achieving success in any fundraising activity is offered. The guide concludes with two resources, the first entitled "The Foundation Center Directory of Free Funding Information Centers," and the second entitled "Budget Preparation Guidelines." (NKA)

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